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## *Television Viewing*

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*Definition: Respondents who answered “4 or more hours per day” to the question “On an average week day, how many hours do you watch TV?”*

### **Prevalence of Four or More Hours of TV Watched Per Day**

- South Dakota 20.6%
- There is no nationwide median for four or more hours of TV watched per day

### **Healthy People 2010 Objective**

*There was no stated Healthy People 2010 Objective for four or more hours of TV watched per day.*

### **Trend Analysis**

This was the first year this question was asked so no trend analysis could be done.

### **Demographics**

|                          |   |
|--------------------------|---|
| <b>Gender</b>            | Females exhibit a significantly higher prevalence of those who watch four or more hours of TV a day than males. This gender difference is evident in specific demographic categories such as whites and those living in the northeast region.   |
| <b>Age</b>               | The prevalence of TV viewing generally increases as age increases. This includes significant increases occurring when the 55-64 and 65-74 age groups are reached. However, females show their first significant increase with the 55-64 age group, while males don't show theirs until the 65-74 age group. |
| <b>Race</b>              | American Indians demonstrate a significantly higher prevalence of TV viewing than whites. This racial difference is more true for males than females.   |
| <b>Region</b>            | There are no regional differences observed from the available data.   |
| <b>Household Income</b>  | The prevalence of TV viewing is much lower for the higher income groups than the lower groups, but the prevalence does not follow a steady pattern as household income increases.   |
| <b>Education</b>         | The prevalence of TV viewing decreases as education increases. This includes significant decreases as the some post-high school and college graduate levels are reached.  |
| <b>Employment Status</b> | Those who are unable to work demonstrate a very high prevalence of TV viewing, while those who are employed for wages, self-employed, or a student show a very low prevalence.  |
| <b>Marital Status</b>    | Those who are widowed exhibit a very high prevalence of TV viewing, while those who are married or have never been married show a very low prevalence.  |

**Table 90**  
**Respondents Who Watched Four or More Hours of TV Per Day, 2004**

|                          | Total        |             |                    | Male         |             |                    | Female       |             |                    |
|--------------------------|--------------|-------------|--------------------|--------------|-------------|--------------------|--------------|-------------|--------------------|
|                          | # Resp.      | %           | 95% CI             | # Resp.      | %           | 95% CI             | # Resp.      | %           | 95% CI             |
| <b>Total</b>             | <b>5,948</b> | <b>20.6</b> | <b>(19.4-21.8)</b> | <b>2,438</b> | <b>18.2</b> | <b>(16.5-20.1)</b> | <b>3,510</b> | <b>22.8</b> | <b>(21.2-24.5)</b> |
| <b>Age</b>               |              |             |                    |              |             |                    |              |             |                    |
| 18-24                    | 320          | 13.7        | (10.1-18.3)        | 139          | 11.0        | (6.6-17.9)         | 181          | 16.4        | (11.3-23.2)        |
| 25-34                    | 761          | 15.8        | (13.1-19.0)        | 326          | 14.4        | (10.5-19.3)        | 435          | 17.3        | (13.7-21.7)        |
| 35-44                    | 996          | 15.6        | (13.1-18.4)        | 412          | 14.3        | (10.7-18.7)        | 584          | 16.9        | (13.6-20.7)        |
| 45-54                    | 1,246        | 16.2        | (14.0-18.6)        | 549          | 15.6        | (12.5-19.3)        | 697          | 16.7        | (13.9-20.0)        |
| 55-64                    | 944          | 22.9        | (20.0-26.2)        | 397          | 21.9        | (17.6-26.8)        | 547          | 24.0        | (20.1-28.4)        |
| 65-74                    | 860          | 35.2        | (31.7-38.9)        | 358          | 33.1        | (27.9-38.8)        | 502          | 37.0        | (32.4-42.0)        |
| 75+                      | 801          | 39.3        | (35.6-43.3)        | 251          | 34.2        | (28.0-41.0)        | 550          | 42.5        | (37.9-47.3)        |
| <b>Race</b>              |              |             |                    |              |             |                    |              |             |                    |
| White                    | 5,330        | 19.9        | (18.7-21.2)        | 2,200        | 17.7        | (15.9-19.6)        | 3,130        | 22.0        | (20.4-23.8)        |
| American Indian          | 416          | 29.0        | (23.2-35.5)        | 159          | 29.7        | (21.4-39.6)        | 257          | 28.4        | (20.7-37.5)        |
| <b>Region</b>            |              |             |                    |              |             |                    |              |             |                    |
| Southeast                | 1,474        | 19.5        | (17.3-21.8)        | 605          | 18.7        | (15.5-22.3)        | 869          | 20.2        | (17.4-23.3)        |
| Northeast                | 1,350        | 21.2        | (19.0-23.7)        | 544          | 16.5        | (13.5-20.1)        | 806          | 25.8        | (22.7-29.2)        |
| Central                  | 1,120        | 20.4        | (17.8-23.3)        | 450          | 18.2        | (14.5-22.7)        | 670          | 22.3        | (18.8-26.3)        |
| West                     | 1,383        | 20.8        | (18.5-23.4)        | 576          | 18.2        | (14.9-21.9)        | 807          | 23.5        | (20.3-27.0)        |
| American Indian Counties | 621          | 25.9        | (21.8-30.5)        | 263          | 24.3        | (18.4-31.4)        | 358          | 27.5        | (22.1-33.7)        |
| <b>Household Income</b>  |              |             |                    |              |             |                    |              |             |                    |
| Less than \$10,000       | 293          | 31.9        | (25.3-39.3)        | *            | *           | *                  | *            | *           | *                  |
| \$10,000-\$14,999        | 360          | 36.1        | (30.3-42.3)        | 100          | 27.8        | (18.8-38.9)        | 260          | 40.6        | (33.5-48.2)        |
| \$15,000-\$19,999        | 488          | 29.1        | (24.3-34.4)        | 180          | 28.4        | (21.2-37.0)        | 308          | 29.6        | (23.5-36.6)        |
| \$20,000-\$24,999        | 659          | 34.4        | (29.7-39.3)        | 255          | 28.4        | (21.8-36.1)        | 404          | 39.9        | (33.8-46.2)        |
| \$25,000-\$34,999        | 955          | 21.0        | (18.1-24.3)        | 423          | 21.1        | (16.9-26.0)        | 532          | 21.0        | (17.0-25.5)        |
| \$35,000-\$49,999        | 1,025        | 16.8        | (14.3-19.6)        | 460          | 15.0        | (11.6-19.3)        | 565          | 18.6        | (15.2-22.5)        |
| \$50,000-\$74,999        | 887          | 14.9        | (12.3-17.8)        | 397          | 16.0        | (12.4-20.4)        | 490          | 13.8        | (10.4-17.9)        |
| \$75,000+                | 708          | 9.9         | (7.8-12.6)         | 373          | 9.2         | (6.4-13.1)         | 335          | 11.0        | (8.1-14.9)         |
| <b>Education</b>         |              |             |                    |              |             |                    |              |             |                    |
| 8th Grade or Less        | 247          | 36.1        | (29.5-43.4)        | 127          | 32.9        | (24.2-42.9)        | 120          | 40.8        | (31.1-51.3)        |
| Some High School         | 312          | 27.5        | (21.7-34.1)        | 129          | 20.2        | (13.1-29.8)        | 183          | 35.1        | (26.4-44.9)        |
| High School or G.E.D.    | 1,950        | 24.9        | (22.6-27.3)        | 834          | 21.1        | (17.9-24.7)        | 1,116        | 28.8        | (25.7-32.1)        |
| Some Post-High School    | 1,697        | 19.2        | (17.1-21.4)        | 632          | 15.3        | (12.5-18.7)        | 1,065        | 22.3        | (19.5-25.5)        |
| College Graduate         | 1,734        | 14.4        | (12.6-16.3)        | 713          | 15.5        | (12.8-18.7)        | 1,021        | 13.3        | (11.1-15.8)        |
| <b>Employment Status</b> |              |             |                    |              |             |                    |              |             |                    |
| Employed for Wages       | 2,958        | 13.9        | (12.5-15.5)        | 1,209        | 12.7        | (10.6-15.1)        | 1,749        | 15.2        | (13.3-17.4)        |
| Self-employed            | 806          | 13.9        | (11.4-17.0)        | 529          | 13.1        | (10.0-16.9)        | 277          | 15.8        | (11.6-21.2)        |
| Unemployed               | 141          | 33.0        | (23.8-43.6)        | *            | *           | *                  | *            | *           | *                  |
| Homemaker                | 278          | 31.7        | (25.8-38.2)        | *            | *           | *                  | *            | *           | *                  |
| Student                  | 129          | 10.5        | (5.9-18.0)         | *            | *           | *                  | *            | *           | *                  |
| Retired                  | 1,455        | 40.3        | (37.4-43.2)        | 513          | 41.0        | (36.3-45.8)        | 942          | 39.7        | (36.3-43.3)        |
| Unable to Work           | 179          | 53.4        | (44.5-62.1)        | *            | *           | *                  | *            | *           | *                  |
| <b>Marital Status</b>    |              |             |                    |              |             |                    |              |             |                    |
| Married/Unmarried Couple | 3,557        | 18.6        | (17.2-20.1)        | 1,530        | 17.0        | (15.0-19.2)        | 2,027        | 20.2        | (18.3-22.2)        |
| Divorced/Separated       | 795          | 24.3        | (20.9-28.1)        | 346          | 22.1        | (17.5-27.4)        | 449          | 26.3        | (21.4-31.8)        |
| Widowed                  | 863          | 41.4        | (37.8-45.2)        | 161          | 38.0        | (30.1-46.6)        | 702          | 42.3        | (38.2-46.4)        |
| Never Married            | 722          | 16.9        | (13.7-20.7)        | 398          | 17.4        | (13.2-22.6)        | 324          | 16.1        | (11.6-21.8)        |

Note: \*Results based on sample sizes less than 100 have been suppressed.

Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2004

### **Further Analysis**

Following are data illustrating the percent of those who watch four or more hours of television per day for various health behaviors and conditions. For example, 31.7 percent of respondents who stated they have no leisure time physical activity watch four or more hours of television per day, while 17.9 percent of respondents who have a leisure time physical activity watch four or more hours of television per day.

**Table 91**  
**Watched Four or More Hours of TV Per Day for Selected Health Behaviors and**  
**Conditions, 2004**

| <b>Health Behavior or Condition</b>                         | <b># Respondents</b> | <b>% Watching 4 +<br/>Hours a Day</b> | <b>95% CI</b> |
|---|----------------------|---------------------------------------|---------------|
| Fair or Poor Health Status                                  | 928                  | 39.0                                  | 35.3-42.9     |
| Excellent, Very Good, or Good Health Status                 | 5,007                | 18.0                                  | 16.7-19.3     |
| Physical Health Not Good for 30 Days of the Past 30         | 382                  | 44.6                                  | 38.6-50.8     |
| Physical Health Not Good for 0-29 Days of the Past 30       | 5,514                | 19.2                                  | 18.0-20.4     |
| Mental Health Not Good for 20-30 Days of the Past 30        | 338                  | 29.1                                  | 23.5-35.5     |
| Mental Health Not Good for 0-19 Days of the Past 30         | 5,553                | 20.0                                  | 18.8-21.2     |
| Usual Activities Unattainable for 10-30 Days of the Past 30 | 383                  | 37.4                                  | 31.9-43.4     |
| Usual Activities Unattainable for 0-9 Days of the Past 30   | 5,546                | 19.5                                  | 18.3-20.7     |
| Obese (BMI = 30.0+)   | 1,506                | 25.6                                  | 23.1-28.2     |
| Overweight (BMI = 25.0-29.9)                                | 2,209                | 21.2                                  | 19.3-23.3     |
| Recommended Weight (BMI = 18.5-24.9)                        | 1,983                | 16.7                                  | 14.8-18.7     |
| No Leisure Time Physical Activity                           | 1,274                | 31.7                                  | 28.8-34.9     |
| Leisure Time Physical Activity                              | 4,672                | 17.9                                  | 16.7-19.3     |
| Current Smoker  | 1,192                | 25.7                                  | 22.7-28.9     |
| Former Smoker   | 1,557                | 25.3                                  | 22.9-27.8     |
| Never Smoked  | 3,191                | 16.7                                  | 15.2-18.3     |
| Drank Alcohol in Past 30 Days                               | 3,196                | 17.2                                  | 15.7-18.8     |
| No Alcohol in Past 30 Days                                  | 2,717                | 25.3                                  | 23.4-27.3     |
| Binge Drinker   | 769                  | 18.9                                  | 15.7-22.5     |
| Not a Binge Drinker   | 5,127                | 20.9                                  | 19.6-22.2     |
| Heavy Drinker   | 202                  | 27.0                                  | 19.4-36.2     |
| Not a Heavy Drinker   | 5,674                | 20.3                                  | 19.1-21.6     |
| No Mammogram within Past Two Years (40+)                    | 638                  | 29.0                                  | 25.0-33.4     |
| Mammogram within Past Two Years (40+)                       | 1,963                | 25.0                                  | 22.9-27.2     |
| No Clinical Breast Exam within Past Two Years               | 662                  | 28.7                                  | 24.6-33.1     |
| Clinical Breast Exam within Past Two Years                  | 2,817                | 21.4                                  | 19.6-23.2     |
| Insufficient Cervical Cancer Screening                      | 392                  | 28.7                                  | 23.5-34.6     |
| Sufficient Cervical Cancer Screening                        | 2,182                | 19.7                                  | 17.8-21.8     |
| No PSA Test within Past Two Years (40+)                     | 779                  | 17.0                                  | 14.1-20.2     |
| PSA Test within Past Two Years (40+)                        | 947                  | 25.6                                  | 22.6-28.8     |
| No Digital Rectal Exam within Past Two Years (40+)          | 791                  | 19.5                                  | 16.5-22.9     |
| Digital Rectal Exam within Past Two Years (40+)             | 988                  | 23.6                                  | 20.7-26.7     |
| No Blood Stool Test within Past Two Years (50+)             | 2,361                | 27.3                                  | 25.3-29.4     |
| Blood Stool Test within Past Two Years (50+)                | 1,653                | 30.1                                  | 26.9-33.6     |
| Never Had Sigmoidoscopy or Colonoscopy (50+)                | 1,614                | 26.5                                  | 24.2-29.0     |
| Ever Had Sigmoidoscopy or Colonoscopy (50+)                 | 1,646                | 29.6                                  | 27.2-32.1     |
| Haven't Been to the Dentist in the Past 12 Months           | 1,798                | 25.1                                  | 22.8-27.5     |
| Been to the Dentist in the Past 12 Months                   | 4,140                | 18.9                                  | 17.5-20.3     |
| Not Taking any Precautions Against West Nile Virus          | 1,898                | 22.3                                  | 20.2-24.6     |
| Taking Precautions Against West Nile Virus                  | 4,037                | 19.8                                  | 18.4-21.3     |
| No Health Insurance (18-64)                                 | 366                  | 24.7                                  | 19.4-30.9     |
| Health Insurance (18-64)                                    | 3,870                | 15.7                                  | 14.4-17.1     |
| Employer Based Health Insurance Coverage (18-64)            | 2,653                | 13.6                                  | 12.2-15.2     |
| Private Health Insurance Plan (18-64)                       | 528                  | 11.4                                  | 8.5-15.1      |
| Medicare (18-64)  | 117                  | 38.5                                  | 29.0-48.9     |
| Medicaid or Medical Assistance (18-64)                      | 107                  | 28.2                                  | 19.4-39.2     |
| The Military, CHAMPUS, TriCare, or the VA (18-64)           | 182                  | 25.3                                  | 18.6-33.5     |
| The Indian Health Service (18-64)                           | 234                  | 30.6                                  | 23.5-38.8     |
| No Flu Shot (65+)   | 407                  | 32.8                                  | 27.8-38.2     |
| Flu Shot (65+)  | 1,249                | 38.7                                  | 35.7-41.8     |

| <b>Table 91 (continued)</b><br><b>Watched Four or More Hours of TV Per Day for Selected Health Behaviors and Conditions, 2004</b> |                      |                                   |               |
|---|----------------------|-----------------------------------|---------------|
| <b>Health Behavior or Condition</b>   | <b># Respondents</b> | <b>% Watching 4 + Hours a Day</b> | <b>95% CI</b> |
| No Pneumonia Shot (65+)   | 564                  | 31.4                              | 27.2-36.0     |
| Pneumonia Shot (65+)  | 1,077                | 40.3                              | 37.0-43.7     |
| Diabetes  | 513                  | 33.1                              | 28.5-38.0     |
| No Diabetes   | 5,432                | 19.7                              | 18.5-21.0     |
| Current Asthma  | 438                  | 24.1                              | 19.4-29.7     |
| Former Asthma   | 185                  | 16.9                              | 11.5-24.0     |
| Never Had Asthma  | 5,303                | 20.4                              | 19.2-21.7     |
| Previously Had a Heart Attack   | 366                  | 38.7                              | 33.2-44.5     |
| Never Had a Heart Attack  | 5,573                | 19.7                              | 18.5-20.9     |
| Have Angina or Coronary Heart Disease   | 398                  | 40.5                              | 35.0-46.2     |
| Do not Have Angina or Coronary Heart Disease  | 5,524                | 19.3                              | 18.1-20.6     |
| Previously Had a Stroke   | 192                  | 45.3                              | 37.4-53.4     |
| Never Had a Stroke  | 5,748                | 20.0                              | 18.8-21.2     |
| Physical, Mental, or Emotional Disability   | 1,235                | 34.4                              | 31.3-37.7     |
| No Physical, Mental, or Emotional Disability  | 4,705                | 17.7                              | 16.4-19.0     |
| Disability with Special Equipment Needed  | 442                  | 43.1                              | 37.5-48.8     |
| No Disability with Special Equipment Needed   | 5,503                | 19.3                              | 18.1-20.5     |
| Sick from Poor Indoor Air Quality in Past Year  | 993                  | 20.4                              | 17.5-23.5     |
| Not Sick from Poor Indoor Air Quality in Past Year  | 4,911                | 20.6                              | 19.3-22.0     |
| Sick from Outdoor Air Pollution in Past Year  | 414                  | 27.2                              | 22.0-33.0     |
| Not Sick from Outdoor Air Pollution in Past Year  | 5,511                | 20.2                              | 19.0-21.5     |
| Firearm in Household  | 3,344                | 18.3                              | 16.8-19.9     |
| No Firearms in Household  | 2,494                | 23.9                              | 21.9-26.0     |
| Loaded and Unlocked Firearm in Household  | 272                  | 18.9                              | 13.8-25.3     |
| No Loaded and Unlocked Firearms in Household  | 5,529                | 20.5                              | 19.3-21.8     |
| No Birth Control (females 18-44 & males 18-59)  | 322                  | 17.3                              | 13.1-22.5     |
| Birth Control (females 18-44 & males 18-59)   | 1,653                | 14.8                              | 12.9-17.0     |
| Never Been Tested for HIV (18-64)   | 3,046                | 15.9                              | 14.4-17.5     |
| Been Tested for HIV (18-64)   | 1,138                | 18.3                              | 15.8-21.1     |
| Sunburn in Past 12 Months   | 2,118                | 14.5                              | 12.8-16.3     |
| No Sunburn in Past 12 Months  | 3,821                | 25.2                              | 23.6-26.9     |
| Military Veteran  | 984                  | 28.4                              | 25.2-31.9     |
| Not a Military Veteran  | 4,963                | 19.0                              | 17.8-20.3     |

Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2004